

Magazine: FIREHOUSE

Issue: 1/00/83

Total Pages: 90

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| | | WINSTON # 448 pg:2C | | |
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| MARLBORO+100 # 852 pg:2C | 89 | | | |
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TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$7,750

PRINTED IN U.S.A.

MOORE BUSINESS FORMS, INC. B.O.

2040702777

Magazine: FIREHOUSE
Issue: 2/00/83

Total Pages: 74

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| MARLBORO+100 # 857 pg12C | 73 | | | OFF: BW AD. |
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| | | WINSTON # 448 pg1BC | | |
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| TOTAL CIGARETTE ADS = 2 | TOTAL ADVERTISING = | \$7,750 |
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Magazine: FIREHOUSE

Issue: 3/00/83

Total Pages: 106

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| MARLBORO+100 # 870 pg:2C | 99 | | | OFF: BW AD. |
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| | | WINSTON # 450 pg:BC | | |
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| TOTAL CIGARETTE ADS = 2 | TOTAL ADVERTISING = | \$8,550 |
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2040702779

Magazine: FIREHOUSE
Issue: 4/00/83

Total Pages: 98

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| | | WINSTON L+100L | SP | |
| | | # 188 pg12C-PG1 | | |

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| MARLBORO | 96 | | | |
| # 066 pg10C | | | | |

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$11,750

2040702780

Magazine: FIREHOUSE
Issue: 5/00/83

Total Pages: 82

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| | | WINSTON+100 | SF | |
| | | # 449 pg:2C-PG1 | | |

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| PLAYERS+M | 36 | | CS | |
| # 114 pg:40-41 | | | | |

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| MARLBORO | 38 | | | |
| # 874 pg:BC | | | | |

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$17,250

2040702781

Magazine: FIREHOUSE
Issue: 6/00/83

Total Pages: 154

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| | | WINSTON L+100L # 188 pg:2-3 | SF | |
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| MARLBORO+100 # 876 pg:11 | 17 | | | OFF: "FORUM". |
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| PLAYERS+M # 119 pg:BC | 199 | | | |
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TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$14,050

2040762782

Magazine: FIREHOUSE

Issue: 7/00/83

Total Pages: 82

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| MARLBORO+L # 891 pg:20 | 7 | | | OFFP: BW AD. |
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| | | WINSTON+100 # 449 pg:8-9 | SP | |
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| PLAYERS 100+M # 103 pg:40-41 | 30 | | CS | |
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| TOTAL CIGARETTE ADS = 3 | | TOTAL ADVERTISING = | | \$16,900 |
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2040702783

Magazine: FIREHOUSE
Issue: 8/00/83

Total Pages: 82

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

PLAYERS 100+85M
114 pg:20

14

OPP: BW AD.

WINSTON L
189 pg:17

MARLBORO+L
905 pg:17

19

OPP: "FIRE STUDIES".

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$10,500

2040702784

Magazine: FIREHOUSE
Issue: 9/00/83

Total Pages: 186

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| MARLBORO+100 # 900 pg:3 | 99 | | | OFF: "TABLE OF CONTENTS". |
| PLAYERS 100+85M # 119 pg:BC | 99 | | | |

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$7,650

2040702785

Magazine: FIREHOUSE
Issue: 10/00/83

Total Pages: 106

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| | | WINSTON # 450 pg12C | | |
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| MARLBORO # 901 pg1BC | 99 | | | |
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TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$8,550

2040702786

Magazine: FIREHOUSE
Issue: 11/00/83

Total Pages: 130

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| PLAYERS 100-M | 1991 | | | 10PP: BW AD. |
| # 121 pg:20 | | | | |

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$4,100

2040702787

Magazine: FIREHOUSE
Issue: 12/00/83

Total Pages: 106

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

WINSTON L
194 pg:20

MARLBORO+100
927 pg:100

99

TOTAL CIGARETTE ADS = 2 - TOTAL ADVERTISING = \$5,550

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